



HELLO FROM VIDY

For many people — as proved again to be true in Calgary — the Hello from Vidy is the Hello from Croesus. What rubbish we have once again had to read or hear about the mountain of dollars on which the IOC is apparently sitting nonchalantly, or about the orgy of commercialisation which is supposed to be progressively taking over the Olympic world, forgetful of its original vocation !

I think it is thus the right moment, without any desire to be argumentative, to set the record straight, since the Olympic world could end up suffering as a result of the perpetual caricature which some people smugly make of it.

Of course, for honourable reasons of discretion and dignity we are loath to descend into the arena, even if it is a question of fighting openly the extreme accusations being levelled against the Olympic Movement, a victim of its own success, and the erroneous nature of which accusations it is our task calmly to point out.

As to the criticisms of over-commercialisation, the reply is easy. Let us remember, first of all, that the Olympic Games — to my knowledge with the sole exception of the Wimbledon tennis tournament — are the only sporting event where the competition site and area are free from any advertising hoardings, despite the considerable sums which these could represent.

Next, let us stress that the money earned by the IOC thanks to payments from television and sponsors, is used for two main ends. In the first instance it enables the Organizing Committees of



OLYMPIC ORDER

In the list of names of those awarded the Olympic Order by the IOC member during the 93rd Session in Calgary, we left out the name of Mr. Fernando Riba (ESP). We trust he will forgive this inadvertent omission.

the Games, which receive from the IOC nearly 75% of the amount obtained, to fulfil their obligations and cover their expenses without excessive risks, and without over-burdening local public finances. This new reality goes a long way to explain the large number of cities which for several years have been putting forward their candidature. They are no longer irrevocably doomed to incur massive debts — a decisive factor for the future of the Olympic Games !

The remaining 25%, and this is the second objective that we pursue, is divided equally between the IOC and its natural partners (the NOCs through Olympic Solidarity and the IFs) to provide the means to implement their policy, which is to work at all times and in all places to develop sport at all levels. As far as the IOC is concerned directly — and it is this which our critics deliberately keep quiet about — it gets a maximum of 8% of all the money received, a sum which is indispensable to enable it to carry out during the four years of an Olympiad the work stipulated in the "Olympic Charter".

As for the funds which the IOC possesses, they serve essentially as a reserve aimed at guaranteeing its survival during an Olympiad, in a hypothetical situation where its usual revenues were suddenly — who knows! — to dry up, either partially or totally. Surely an elementary precaution in the world in which we are called upon to operate. The interest from this capital is largely used by the IOC to translate into action the wishes of its founder Pierre de Coubertin, and thereby to ensure the dynamic presence of Olympism within the areas of culture, education and fine arts, something to which numerous examples pay eloquent testimony.

Parallel to this, the IOC must be effective at the side of those — public authorities or private institutions — who are devoted to sport for all or sport for the disabled, and who therefore deserve its support since their work is in complete harmony with the Olympic idea.

Let us then be proud to be able to contribute, largely thanks to the resources which the Olympic Games and sponsoring provide for us, towards building a society which will perhaps be freer, more brotherly and more harmonious. Having the means to realize our aims is not a failing, but a privilege of which we must strive to be worthy.

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